IDEA FOR SCIENCE SYMPOSIA

OBJECTIVE: Media and other opinion leaders actively question validity of EPA position on ETS.

CONCEPT: A series of forums be held under joint sponsorship with local University at the campus or nearby meeting facility on the issue of "Ethics in Scientific Research." Panel will include at least once scientist from another University who was involved in the environmental smoke study; an industry scientist; a noted scientist in the field of ethical research; a scientist selected by the local university and perhaps one or two more who are knowledgeable of some of the research on ETS and second hand smoke. The issues will cover more than just tobacco. The moderator should be a regional academic or media personality. The forum would be aggressively promoted with the local and regional media, with special emphasis on getting the media to attend.

A synopsis of the forum will be put in a news release the next day and distributed to weekly newspapers, the wire services, academic, tobacco and other special interest media.

The project would be jointly sponsored by the University and Philip Morris or the Tobacco Institute and a non industry group such as the N.C. Agribusiness Council.

Forums to be held in Louisville, Richmond, Charlotte, Nashville, Columbia and Raleigh.

BUDGET: Unknown

RATIONAL: By having more than one non-industry panel questioning the EPA stand on ETS, more credibility is given to the industry position. The panel members must be qualified to speak to their subject matter, and several must have no connection to the industry. Failure to have objective scientist involved will reduce chances of coverage. It also produces a risk factor.

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